

2016



TAKE YOUR TIME



Dear Tourism Partners and Friends,

As we close on another successful year in Garfield County, I would like to thank all our valuable tourism partners who continue to make Garfield County a top destination both domestically and internationally. You all continue to put your best foot forward to help serve this county and create an epic experience for our visitors.

This year we were fortunate to see another record-breaking season. Our federal lands' visitation numbers and our tourism-related tax revenues both saw remarkable growth this year. More visitation means more responsibility for our volunteer and employee resources. Once again, you do not go unnoticed. This is an incredible, countywide partnership to create a top destination, serve patrons and make visitors feel safe and welcome.

This year, Garfield County residents had the privilege of hosting many epic events, including a stage start to the Tour of Utah in beautiful Escalante, the National Senior Pro Rodeo Finals in Panguitch and additional activities to help celebrate the NPS Centennial along with our annual events. Our office continues to help make these events possible by giving funding opportunities to assist in hard costs.

In 2016, we awarded nearly \$70,000 to fund many countywide events. We also gave close to \$60,000 in marketing grant funding to non-profits and municipalities. We contributed a substantial amount not only to our out-of-state and international media campaigns, but also our in-state campaign. We will continue to market Garfield County as a top destination and look forward to rolling out our Take Your Time Initiative— a countywide customer service training— as a complement to our current marketing messages.

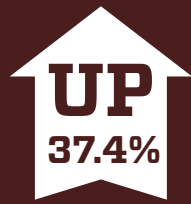
Tourism is a vital part of our economy, and the success we are seeing could not continue to grow without the amazing people who work tirelessly throughout our season. I am fortunate to work with many land management agencies, an amazing tourism board, fantastic county commissioners who appreciate and see the value of tourism, the local sheriff's department, search and rescue and countywide EMS. Without this myriad of partners, we could not do what we do today!

Here's to 2017!

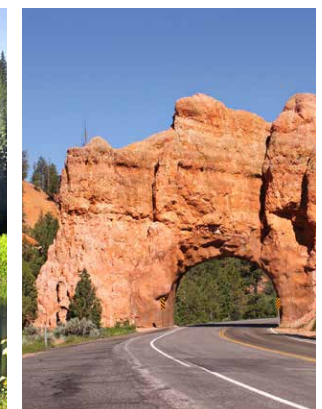
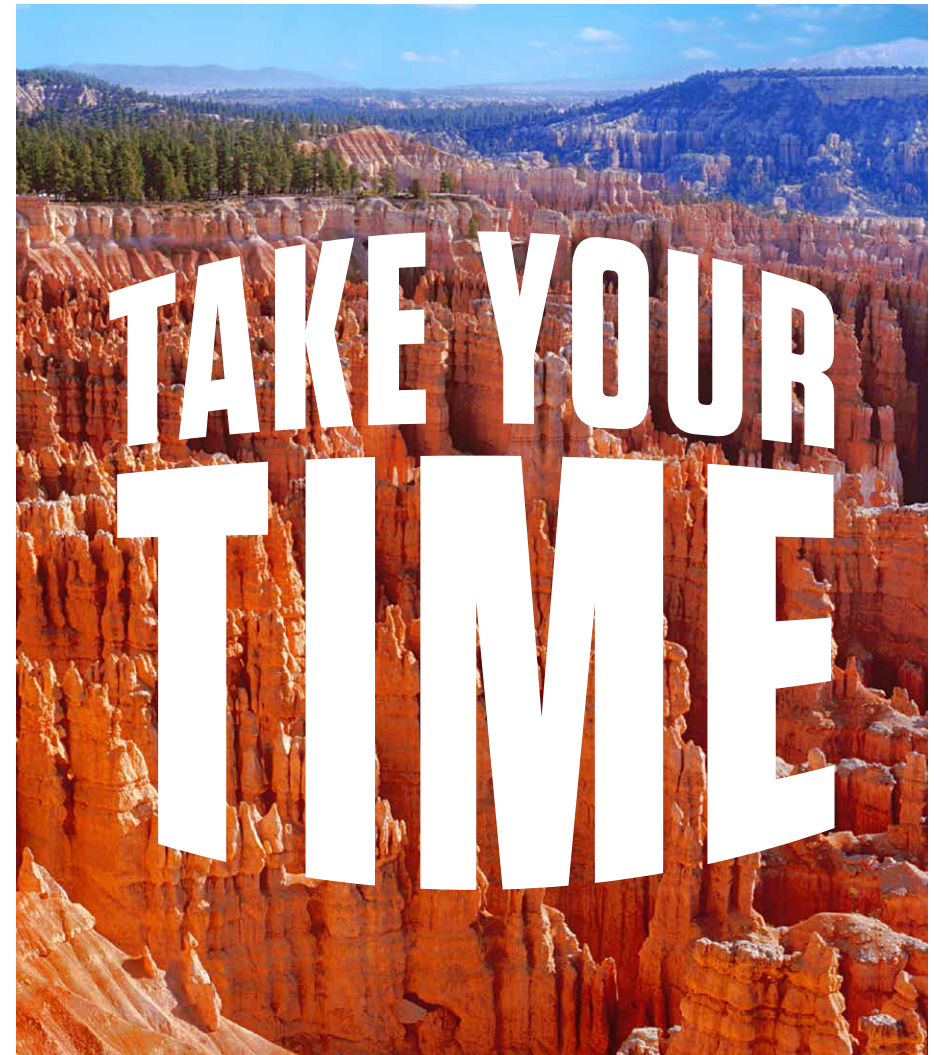
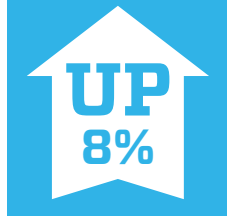
Thank you!

Falyn Owens

**Bryce Canyon
National Park
2016 VISITORS
2,073,706**



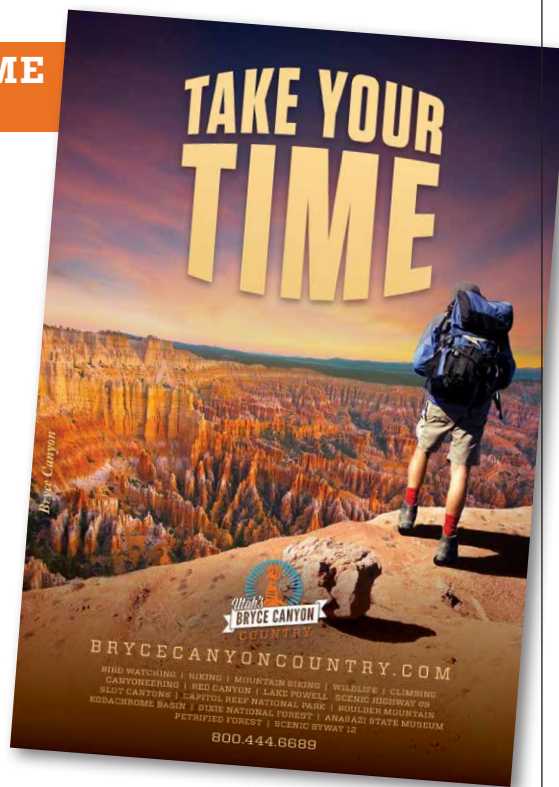
**GARFIELD COUNTY
Tourism-Related
TAX REVENUE
\$1,620,540.88**



The Take Your Time ad campaign launched in 2014 and has brought incredible success to the community. The wide-ranging campaign continues to promote Garfield County as a land of adventure and highlights why visitors should take a step off the beaten path and explore more of the area—not just the top destinations.



Three video spots have been featured as part of the campaign and continue to garner popularity on YouTube.



2015
Best Ad Campaign
WINNER
LIFE
UTAH
ELEVATED

In 2015, Garfield County won “Best Ad Campaign” for the Take Your Time campaign; the advertising initiative consists of print, TV commercials, public relations, creative work and other efforts to encourage visitors to “Take Your Time” in Bryce Canyon Country.



15,000 TRAVEL GUIDES

Distributed in Print and Online

TOP 5 STATES

1. California.....	1511
2. Arizona.....	644
3. Texas.....	643
4. Florida.....	547
5. Washington.....	485

WEBSITE



232,121 TOTAL VISITORS

34% ACCESS THE WEBSITE ON A MOBILE DEVICE

14% ACCESS THE WEBSITE ON A TABLET

COMMUNITY SALES TAX

UP

23.5% BOULDER

9.8% PANGUITCH

6.8% BRYCE CANYON

3.8% ESCALANTE

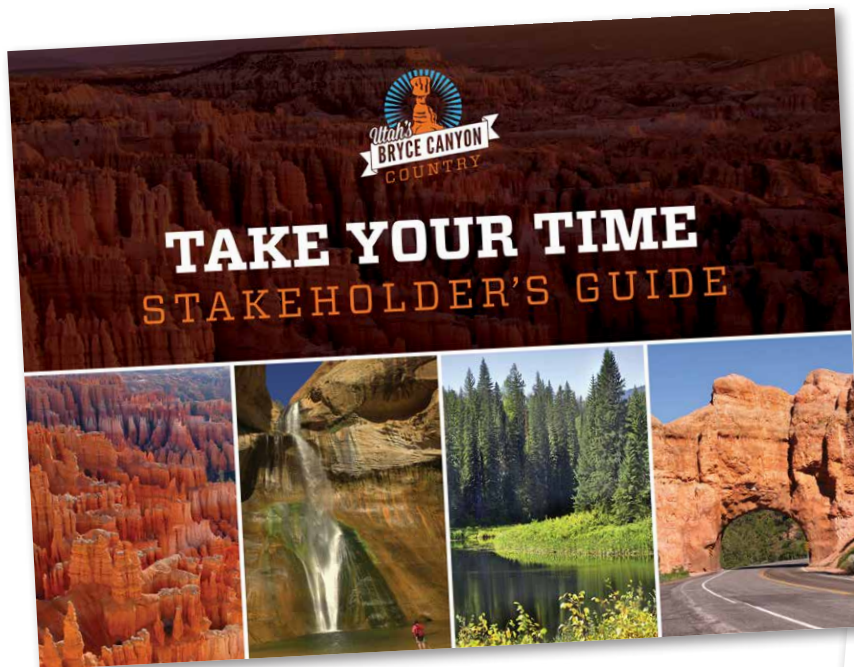
25.6% TROPIC

TOP 10 NATIONS

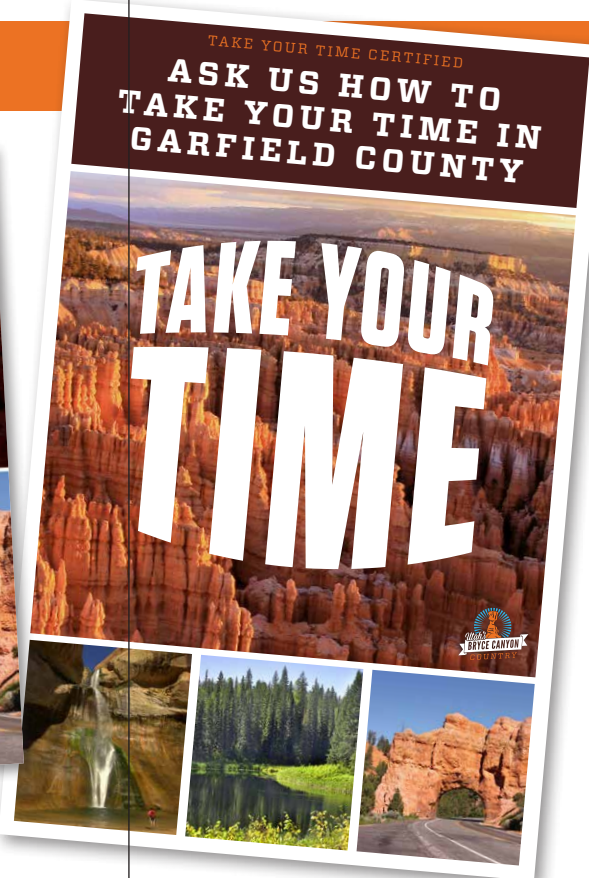
1. U.S.	188,685
2. Canada.....	9,024
3. India.....	6,689
4. United Kingdom.....	3,505
5. Germany.....	2,972
6. France.....	2,840
7. Russia.....	2,245
8. Netherlands.....	1,753
9. Australia.....	1,384
10. Italy.....	924

TOP 10 STATES

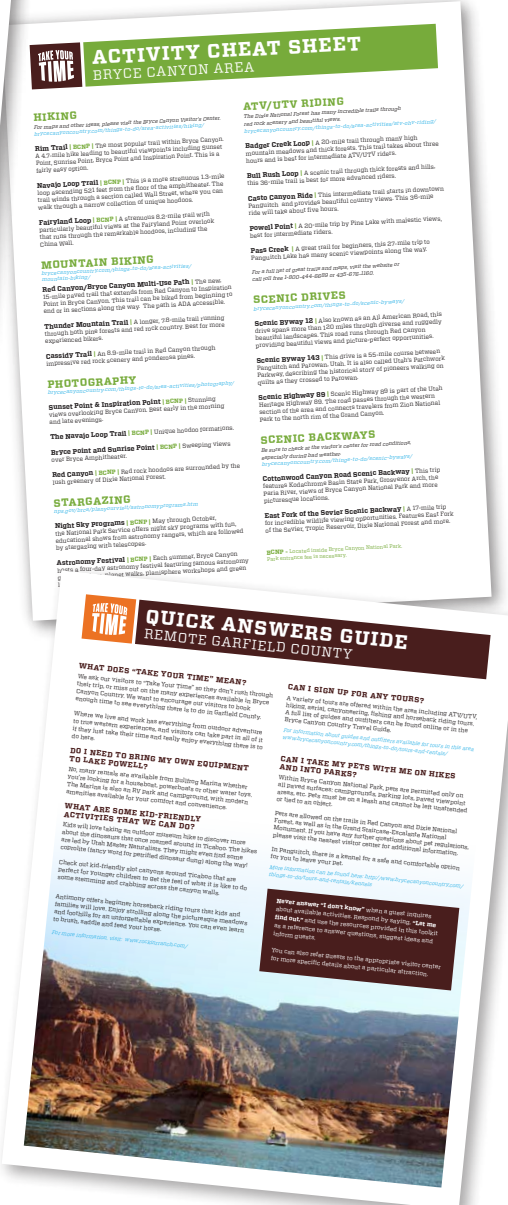
1. California.....	47,957
2. Utah.....	44,572
3. Arizona.....	13,057
4. Nevada.....	8,821
5. Texas.....	6,783
6. New York.....	5,958
7. Colorado.....	5,034
8. Washington.....	4,853
9. Florida.....	4,060
10. Illinois.....	3,549



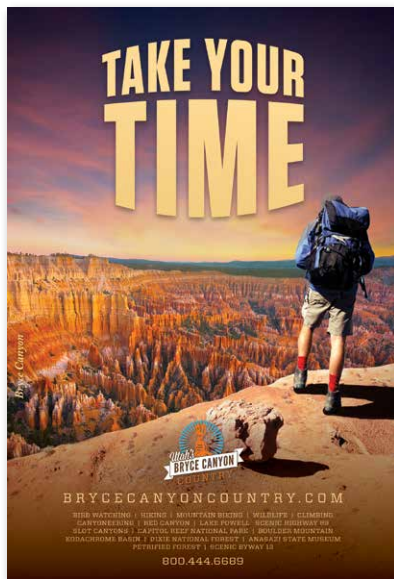
Garfield County has been working hard all summer to develop an internal component of the award-winning campaign called the Take Your Time Internal Initiative.



This effort is designed to provide extra resources and tools for all Garfield County employees to better understand the range of activities and attractions offered within Bryce Canyon Country. As we continue our efforts to encourage visitors to "Take Your Time" in Garfield County, we want to get the employees involved by interacting and engaging with visitors, offering tips on what to see and suggesting new activities to add to their itineraries. Ultimately, we believe that better engagement with visitors will result in better experiences and extended trips.



We are rolling out a soft launch of this initiative and have plans for a hard launch in early 2017.



PRINT ADS

- Sunset Magazine
- AAA Western Magazine Network
- LVRJ Print and Online
- Good Sam Utah Adventure Journal
- Outdoor Utah
- International-The Utah Guide



SOCIAL MEDIA

Social Media has become a key tool for trip planners. Garfield County utilized the popularity of social channels by giving users ideas on trips, vacations and attractions. For 2016, the Tourism Office focused on increasing meaningful engagement with social posts. Garfield County uses Facebook, Twitter and Instagram to share photos, insightful tips and inspiring quotes to encourage potential guests to visit Bryce Canyon Country.



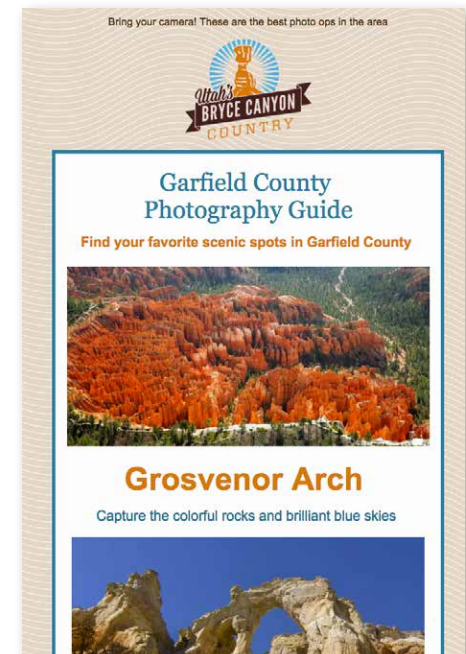
ONLINE MARKETING

- Website updates and additions
- Blogging
- Search Engine Marketing
- International Tour Operator Newsletter
- Facebook Ads
- YouTube Pre-roll
- Utah.com
- Goutah.com
- Goarizona.com



INTERNATIONAL NEWSLETTERS

In 2016, Garfield County sent monthly newsletters to over 600 international tourism professionals. This connection kept professionals up-to-date and interested in bringing their customers to see the many wonders and activities in Garfield County.



PANDORA

As a free and personalized radio service, Pandora is becoming the most popular method for people to listen to music. In 2016, the Garfield County Tourism Office advertised on Pandora in Utah, California, Nevada and Arizona using banner ads and 30-second spots. Among the four states, Pandora impressions reached over 7 million.

CONSUMER SHOWS ATTENDED

- Prestige Travel Show (Las Vegas, NV)
- LA Adventure Show (Long Beach, CA)
- San Diego Adventure Show (San Diego, CA)
- Big Outdoors (Provo, UT)
- International Sportsmen's Expo (Sandy, UT)
- Sunset (Sonoma, CA)

IN-STATE ADVERTISING

In 2016, Garfield County once again launched an in-state advertising campaign to encourage Utahns to visit Bryce Canyon Country. 85% of Utah's population lives along the Wasatch Front. Our goal was to target these potential visitors and inspire them to visit the incredible adventures that await in their own backyards.



IN-STATE MARKETING

- KSL.com Ads and Banners
- Pandora Campaigns in Salt Lake and Utah Counties
- Online Banners on Utah.com
- Search Engine Marketing
- Online Retargeting
- Video Pre-roll
- Digital Outdoor

NEW FOR 2016:
BEE'S SPONSORSHIP

New for this year, Garfield County set up a Bee's sponsorship where an on-screen promotion and on-field promotion ran for 18 games. The on-field promotion included participants from the crowd competing in what was called a gladiator bungee race. The two contestants were put into repelling harnesses and helmets. Then, while constrained by the harnesses, the two participants raced to see who could get the most balls into their own baskets.

This fun, entertaining race provided a reminder to participants of the fun outdoor activities available in Garfield County. This season marked a huge success for the Bee's— for the first time since 2005, they surpassed 500,000 in attendance.



TOUR OF UTAH

AMERICA'S TOUGHEST PRO CYCLING STAGE RACE



The Tour of Utah is a seven-day professional stage race for some of the best cycling teams in the world. The 2016 event brought a record breaking 400,000 spectators to watch 16 teams compete through some of the most rugged and challenging terrain in North America. The Tour of Utah seeks out some of the most challenging terrain to keep up the legacy of being known as America's Toughest Stage Race.

The second stage of the race began in Escalante and traveled 99 miles and 9,435 feet in vertical climbing to Torrey, Utah.

The tour created an economic impact of over \$23 million and was covered by local and national media, making it an incredible opportunity for exposure and awareness about Escalante and Garfield County.

704 miles
of racing

7 stages

52,951 feet
of vertical climbing

16 teams

119 Cyclists

28+ Hours
of National TV Coverage

2,028
media mentions

429 million
media impressions



In 2016, Garfield County benefited from Utah's newest "Road to Mighty" campaign which focuses on rural tourism and accessing Utah's national parks through epic road trips across Utah.

This campaign launched with 20 itineraries of all different lengths to help encourage and inspire visitors to come to Utah and see more of Utah. The Road to Mighty highlights the lesser-known state parks, scenic drives, national sites and other attractions that make up the space in between the famous Mighty 5.

**VISITATION AT UTAH
NATIONAL PARKS IS
GROWING AT A FASTER
RATE THAN OTHER STATES**

NATIONAL PARKS ANNUAL VISITORS

1 3,525,502
ZION

2 2,073,706
BRYCE CANYON

3 1,336,775
ARCHES

4 869,996
CAPITOL REEF

5 649,714
CANYONLANDS



With so many of our visitors coming in from overseas, Garfield County makes a committed effort to expand outreach in the international market. In 2016, Garfield County participated in numerous trade shows and sales missions all over the world.

TRADE SHOWS ATTENDED

- National Tour Association
- Go West Summit
- IPW
- ITB- Berlin
- WTM- UK

SALES MISSIONS

- Australia
- New Zealand
- France and Benelux
- Vancouver, Calgary and Toronto Canada
- China Road Show Sales Mission

Bill Scoffield, an experienced travel expert, represented Garfield County once again throughout the globe. He is seen depicted in the following photo by a London taxi with a Garfield County wrap.



Bryce Canyon Country ad currently running on the Beijing to Shanghai train in China. This ad will be running until October, 2017.



LONDON TAXIS

Once again, Garfield County purchased 10 London taxi wraps during the World Travel Market. Refreshed for 2016, the campaign provided extra brand exposure for the county. Tourists left with photos of Bryce Canyon printed on their receipts.

CORPORATE MARKETING PROGRAM

Garfield County's Cooperative Marketing Program is in its third year of setting aside money to help local non-profit organizations and municipalities maximize their marketing dollars. This year, the program awarded \$63,542.50 to more than a dozen entities throughout the county in 2016. The money helped expand out-of-area advertising campaigns and pay for other tourism-enhancement projects within the county.

COUNTY COOPERATIVE MARKETING PROGRAM	AWARDED
Tropic Feasibility	\$3,000.00
Tropic Town Kiosk	\$3,250.00
Glen Canyon NHA	\$1,000.00
Bryce Canyon Half Marathon	\$1,820.00
Escalante Canyons Art Festival	\$11,000.00
Escalante/Boulder Chamber	\$4,550.00
Bryce Canyon City	\$3,749.90
Escalante Arts and Humanities	\$ 790.97
Panguitch Main Street	\$8,500.00
Panguitch City	\$13,000.00
Story Road Utah	3,500.00
Escalante Boulder Marathon	6,398.97
Panguitch Quilt Retreat	2,982.66
TOTAL \$63,542.50	



TOURISM BUREAU FUNDED EVENTS

In addition to the Cooperative Marketing Program, Garfield County also granted another \$65,000 to community events through the Event Funding Program. This is an increase of 49% from last year's total, demonstrating the positive attention and success that this program has brought to the county.

Money from the program is used to provide financial support for important community events that boost local businesses and draw positive attention to tourism attractions. These funds are generated by the county's Transient Room Tax.

EVENT	AWARDED
Escalante Antique Car Show*	\$3,000
Escalante Heritage Festival	\$3,000
Panguitch Lake Ice Fishing Derby*	\$3,000
Panguitch Valley Balloon Rally	\$3,000
Bryce Canyon Fly In	\$2,000
Bryce Canyon Half Marathon	\$3,000
Panguitch Lake Fall Festival	\$3,000
Glen Canyon Natural History Association*	\$1,000
Bryce Canyon Music Camp	\$3,000
Escalante Canyon Arts Festival	\$3,000
Bryce ATV/UTV Rally	\$3,000
Color Me Fun Run	\$1,000
Boulder Arts Council- Writing Conference	\$1,000
Boulder Heritage Festival	\$3,000
National Senior Pro Rodeo Series	\$3,000
Panguitch Truck Show*	\$3,000
Pacific Southwest Regional Baseball	\$3,000
Panguitch Quilt Retreat	\$3,000
Escalante Family Working Ranch Rendezvous*	\$3,000
Tour of Utah- Escalante Stage	\$10,000
Senior Pro Rodeo National Finals	\$5,000
TOTAL \$65,000	

*New for 2016





The goal for Garfield County social media pages in 2016 was to not only increase the number of followers on each platform, but also to increase the number of meaningful engagements with social followers. This goal was accomplished by creating interesting, interactive posts that educated, enlightened and excited online users. Among Facebook, Twitter and Instagram, over 3 million people were reached and over 37,000 of those interacted with posts in some way.



Facebook

17,809 total fans
49% INCREASE from last year



Twitter

676 followers
15% INCREASE from last year



Instagram

423 followers
78% INCREASE from last year



TOP COUNTRIES

United States.....1,798,036
Canada.....369,750
France.....29,495
Germany.....20,580
Italy.....19,497



TOP CITIES

Salt Lake City, UT147,950
Los Angeles, CA.....89,337
Las Vegas, NV.....87,907
Ogden, UT54,692
St. George, UT.....41,748

A strong public relations campaign is an essential aspect to any tourism campaign. Garfield County's public relations outreach included press releases, story pitches, pre-written articles and blog posts.

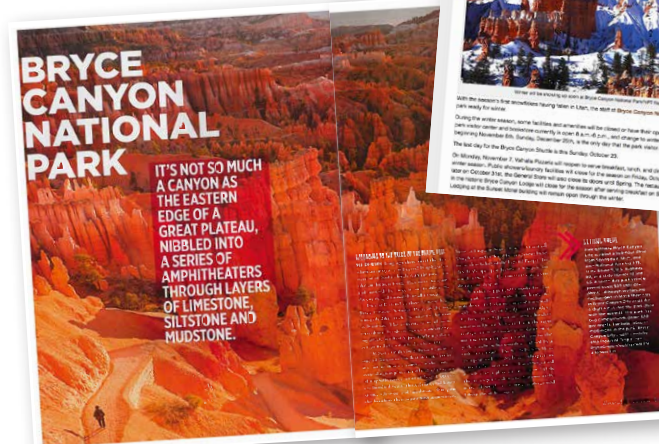
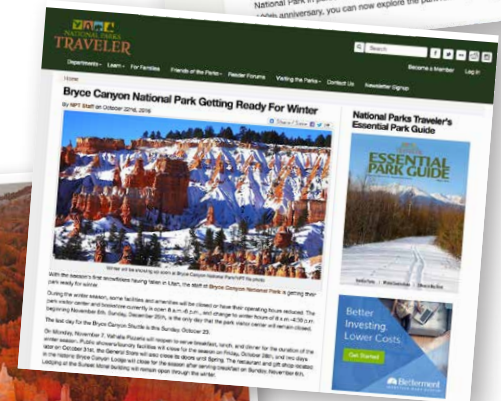
Generating organic media content has been a priority in 2016, as studies show that 92% of consumers trust earned media. For this reason, the value of earned media is immense.

Over the year, Garfield County has been featured in many local, national and international news platforms. Here are just a few examples of the many publications that featured Garfield County this year:

- Mountain Meetings Magazine
- Deseret News
- Salt Lake Magazine
- KSL
- Huffington Post
- The National Parks Traveler
- The Travel Bite
- Lonely Planet
- Southwest Magazine

FAM TOURS

- 25 Travel/Trade
- 15 Media/Press



The Cafeteria Program is currently in its third year and was designed to provide the Utah Office of Tourism (UOT) and its partners with strategic marketing tactics. This program works in conjunction with Brand USA, a national organization dedicated to promoting the United States as a premier travel destination.

The objective for the Global Cafeteria Program is to drive awareness, consideration and activation for Utah in markets where Brand USA is present and to grow Utah's overall reach in the UK, Germany, Canada, Australia and China.

The Garfield County Tourism Office provides assets needed to advertise and promote messages in international locations. Through this program, we see our brand reaching audiences all over the world. We have included a few examples of some of our favorite projects that were made possible with this partnership.



DELTA SKY MAGAZINE

Ads featuring the Mighty 5 were placed in Delta Sky Magazine which has the potential to reach 5.4 million customers per month. The top markets include Los Angeles, Seattle, Portland, Phoenix and Las Vegas.

ATTRACT CHINA MAP

In Fall of 2016, the Attract China Map was created highlighting features in both Zion and Bryce Canyon National Parks. Over 60,000 maps were circulated. 30,000 were sent to China, and 30,000 were kept in Utah Visitor Centers.



TRIP ADVISOR

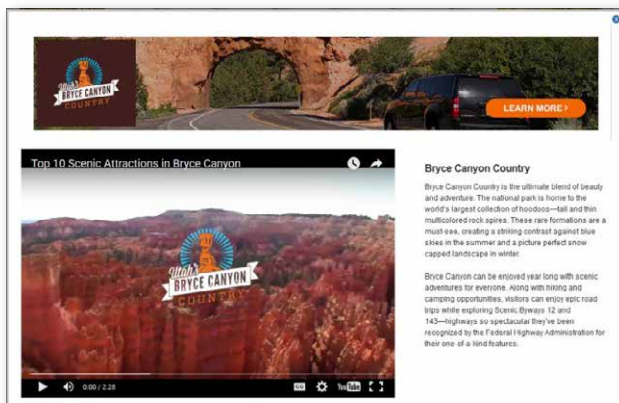
From November 2015 through June of 2016, Trip Advisor ran banner ads featuring Bryce Canyon Country in the UK, Canada, Australia and Germany. The ads received over 549,000 impressions throughout the four countries.

2016 YEAR IN REVIEW

TRIPTUNER


A TripTuner is a way to choose your ideal vacation by "tuning" the types of activities you enjoy most. TripTuner is hosted on the BrandUSA website and is a method to allow users to easily find information about Bryce Canyon Country and eventually lead users to the website.

BRYCE CANYON COUNTRY




UTAH

BY THE NUMBERS

5 NATIONAL
PARKS7 NATIONAL
MONUMENTS2 NATIONAL
RECREATION AREAS1 NATIONAL
HISTORIC SITE43 STATE
PARKS133,613 LEISURE AND
HOSPITALITY JOBS 9.8
MILLION VISITORS to
UTAH'S
NATIONAL
PARKS
and PLACES4.9
MILLION
VISITORS TO
STATE PARKSAVERAGE DAILY
ROOM RATE
\$114 

GARFIELD CO.

BY THE NUMBERS

2.1
MILLION VISITORS to
BRYCE
CANYON
NATIONAL
PARK TRANSIENT
ROOM TAX \$1,620,540AVERAGE DAILY
ROOM RATE
\$100  5,009
GARFIELD CO. POPULATION#2 IN THE
STATE
TOURISM RELATED JOBS 

\$2,674,873

 TOTAL
TRAVEL-RELATED
TAX REVENUE54.3% PRIVATE
JOBS
TOURISM RELATED 946 LEISURE AND
HOSPITALITY JOBS 

MAJOR ATTRACTIONS

The 2016 marketing campaign has increased tourism numbers to attractions all throughout the county. Bryce Canyon Country's state parks, national areas and other wilderness areas have all welcomed more visitors than they did in 2015, and those numbers continue to rise.

The purpose of our Take Your Time campaign is to encourage visitors to realize that Bryce Canyon, while very popular, is just the beginning of the family-friendly and adventurous attractions here in Garfield County. The numbers we see now towards the end of the year show us they are doing just that.



**ESCALANTE PETRIFIED
FOREST STATE PARK:**
52,110 Visitors • 10% Increase



ANASAZI STATE PARK MUSEUM
20,824 Visitors • 5% Increase



**GRAND STAIRCASE-ESCALANTE
NATIONAL MONUMENT**
926,236 Visitors • 5.4% Increase



KODACHROME BASIN STATE PARK
107,850 Visitors • 18.3% Increase



BRYCE CANYON NATIONAL PARK
2,073,706 Visitors • 37.4% Increase

LOOKING AHEAD
A QUICK PREVIEW OF 2017

The Garfield County Tourism Office is already making plans for another successful year in 2017. We are currently working on a new campaign for next year called **"Day Trips for Days."** This initiative will not replace the successful Take Your Time campaign, but serve as a complement to our existing efforts. We will be rolling out new creative and new advertisements that we are excited to share with you all. We believe that these efforts will add to the success of this incredible county.

We have been working hard this year to bring the **Take Your Time Internal Initiative** to the employees of Garfield County. A hard launch is planned for spring of 2017. This initiative will help our employees engage with visitors and inspire guests to "Take Your Time" in our incredible community. We truly believe that with the continued support and involvement of our incredible community, visitors will have an **epic experience** on their trip to Bryce Canyon Country.

For next year, the Utah Office of Tourism has awarded Garfield County with another cooperative marketing grant for out-of-state advertising. The dollar-for-dollar match combined with Garfield County's own advertising budget will total **more than \$380,000** for advertising and marketing outside of Utah.

Tourism is vital to the success of our economy. The **incredible triumphs** we have seen this year throughout our economy would not be possible without the hard work and dedication of our local tourism businesses that host the millions of visitors coming through our town. We want to issue a huge **thank you** to the shops, restaurants, guides, outfitters and other partners who welcome visitors and give them an exceptional experience.

Thank you and here's to another great year in 2017!



**TAKE YOUR
TIME**

P.O. Box 200 | 55 South Main | Panguitch, Utah 84759

800-444-6689 | brycecanyoncountry.com